

COMMUNITY-BASED TOURISM DEVELOPMENT AND PARTICIPATION OF AGEING VILLAGERS IN BAN NA TON CHAN, THAILAND

PAKIN WITCHAYAKAWIN¹ & WASAN TENGKUAN²

¹Lecturer, Department of Tourism Business Management, International College, Naresuan University
Phitsanulok, Thailand

²Lecturer, Department of English for Business Communication, International College, Naresuan University
Phitsanulok, Thailand

ABSTRACT

This qualitative research aims 1) to study the community-based tourism development in Ban Na Ton Chan, Thailand, 2) to study the participation of ageing villagers in community-based tourism development and 3) to suggest a guideline of community-based tourism development in Ban Na Ton Chan and other communities. The interview forms as research tools used to collect primary data from July to October 2017. Data were collected by observation, in-depth interview, small group discussion and focus group discussion. The findings found that community-based tourism in Ban Na Ton Chan was developed by the leadership of leaders who contributed to the community by raising local wisdom as well as raising awareness of local uniqueness to all villagers. The participation of ageing villagers by voluntary to present local wisdom that resulted in effective benefits. The suggestions from this study influence of the sustainable community-based tourism.

KEYWORDS: Community-Based Tourism Development, Participation, Ageing Villagers, Ban Na Ton Chan & Thailand

Received: May 05, 2018; **Accepted:** May 26, 2018; **Published:** Jun 13, 2018; **Paper Id:** IJMPERDJUN2018102

INTRODUCTION

“Community-Based Tourism (CBT)” as economically, environmentally, socially, and culturally responsible visitation to indigenous communities. Locals enjoy and appreciate their cultural and natural heritage, whose tourism resources, products, and services are developed and managed with their active participation, and whose benefits from tourism, tangible or otherwise, are collectively enjoyed by the communities. Community-Based Tourism (CBT) defined as tourism, which is managed by community members to present the uniqueness of each community that aims to sustain being (Boonratana, 2010). The statement of the problems of Tourism Community-Based Tourism in ASEAN includes some countries showed CBET as future, limited knowledge in CBET, lacked investment, lacked awareness of environmental concerns, infrastructure development, got negative impacts such as environmental pollution and degradation, and needed involvement and developed the concept of CBT (Habito-Javier, 2012).

The development of community-based tourism plan Bannatochen, Si Satchanalai district, Sukhothai Province found the challenges that resulted in unsustainable management of Ban Na Ton Chan community-based tourism involving dependence on number of tourists, excessive reliance on the only local tour guide, lack tourism plan, repetitive tourist activities, lack communicative English language ability, intra-community conflicts, and attraction sites being located in forest reserved area (Namwong, 2015). Ban Na Ton Chan has succeeded in

community-based tourism, but there are some problems, including risk management, which is virtually non-existent, and the inability of people in the community to cope with the influx of the modern world's allurements brought by tourism. The mechanism for which the success was based upon was dismantled by the above-mentioned factors; the decline of sustainable productivities became inevitable. Hence, comprehensive plans to restore the community's strength, its core values and sustainable growth of tourism must be promulgated, to reacquire the success that was previously achieved. It seems to be ageing villagers are the primary group to participate in community-based tourism in Ban Na Ton Chan village. The research questions for this study are 1) How leaders and villagers develop their community-based tourism in Ban Na Ton Chan and 2) How ageing villagers participate in community-based tourism development.

Objectives

- To study the community-based tourism development in Ban Na Ton Chan, Thailand
- To study the participation of ageing villagers in community-based tourism development
- To suggest a guideline of community-based tourism development in Ban Na Ton Chang and other communities

EXPECTED BENEFITS OF THE STUDY AND LITERATURE REVIEW

Expected Benefits of the Study

The benefits of this study can be expected, including 1) to know the community-based tourism development in Ban Na Ton Chan, Thailand 2) to understand the participation of ageing villagers in community-based tourism development 3) to get the guideline for suggestion community-based tourism development in Ban Na Ton Chang and other communities.

LITERATURE REVIEW

Ageing Population and Community

Ageing as people who have age 60 and above (Number of the elderly by province, sex, area and region, National Statistical Office Thailand, 2017). Glover and Prideaux (2008) defined "population ageing" as a critical element of demographic change which is a key driver for future consumer demand and driven by the size of the baby boomer generation, population ageing is likely to affect the future choice of tourism activities and destinations. Also, the demand preferences are influenced by generational membership and identify the conditions that may lead to the emergence of a product gap if the changing patterns of demand are ignored. From the study on above shows tourism demand change by population ageing but researcher need also study the tourism supply by ageing people in Ban Na Ton Chan community (Glover & Prideaux, 2008).

There are two important variables regarding the general welfare of older persons in Rawalpindi city - the first variable that was studied was to see the marital status of Ops with their medical history and the second variable highlighted the relationship of more about living with the medical problems (Chaudhry, Ahmed & Hussain, n.d.).

Volunteer Tourism in Thailand

The volunteers were provided with substantial opportunities to make positive contributions to wildlife conservation that the volunteering experience was much more than just the work duties carried out at the project. Volunteers also engaged in local village life and undertook tourist activities, and the current paper focuses on these aspects

of the volunteering experience (Broad, 2015).

Community-Based Tourism in Ban Na Ton Chan

Ban Na Ton Chang is a small lovely village in the charming Sri Satchanalai area. Staying in the village homestay, the visitor can indulge in learning about local culture not just by being with the villagers, but by seeing how the locals live sustainably (Feel the Cultural Senses Sri Satchanalai, Sukhothai, Ban Na Ton Chan, 2017). Ban Na Ton Chang has shown potential by the prizes such as homestay standard in Thailand in 2008, good superb homestay in 2010, PATA Gold Awards in 2013 (Namwong, 2015).

Community-Based Tourism and Model

The ASEAN Secretariat Jakarta (2016) mentioned that “Community-Based Tourism (CBT)” is tourism activity, community owned and operated, and managed or coordinated at the community level that contributes to the well-being of communities through supporting sustainable livelihoods and protecting valued socio-cultural traditions and natural and cultural heritage resources. The model of Community-Based Tourism identifies the current situation of the project and provides suggestions for improvement (Okazaki, 2008). According to Sánchez-Cañizares (2014) mentioned that the main results of the fieldwork are twofold. On the supply side of tourism, the community is making an enormous effort to actively participate in the development of sustainable tourism, efforts which are often constrained by the geographical barriers of Boa Vista (sandy soil, poor accessibility to other islands) and the institutional and political situation of the island. As regards the demand side tourism the vast majority of tourists stay at the island's all-inclusive resorts, whereas few tourists require the services provided by the community mainly because they are unaware that such services exist.

Community Participation and Cultural Tourism

The guide for policymakers to help improve community participation and public engagement in efforts to reduce the levels of waste in the marine environment. This is especially critical in rural tourism destinations where the impact of uncontrolled marine waste has serious consequences for the tourism industry (Prabhakarn, 2016).

SCOPE OF STUDY

The scope of the study included 1) context scope: Community Based Tourism Development, Participation of Ageing Villagers, Ban Na Ton Chan, Thailand, 2) area scope – Ban Na Ton Chan Community, Thailand and 3) key informants: leaders 6 subjects and ageing villagers 18 subjects.

RESEARCH METHODOLOGY

Area of the Study and Key Informants

The population of ageing in Sukhothai province includes 84278 subjects (National Statistical Office Thailand, 2017). There are 990 ageing people in Ban Tuek sub-district where including Ban Na Ton Chan village (Tambol Ban Tuek, 2017). The population of visitors in 2014 involved 7,224 (Namwong, 2015). The key informants included 6 villager leaders and 18 ageing villagers.

DATA COLLECTION AND DATA ANALYSIS

Primary Data

The primary data were collected by observation of the entire area, structured in-depth interview, small group discussion and focus group discussion. The sampling technique is convenient random sampling.

Secondary Data

The secondary data collection had been made through various source such academic textbooks, journals, websites, the statistics collection the World Tourism Organization, and Tourism Authority of Thailand TAT. The collection of secondary data was essential to this research, help to plan, research easily, and give the research a direction.

Data Analysis

The data is analyzed process involved preparing (to record data into Microsoft Word), segmenting (to separate the group of data) and content analysis.

RESULTS AND DISCUSSIONS

RESULTS

Demographic Profile and Tourism Situation

The local 24 subjects included ageing villagers and community leaders. The ageing villagers involved three (16%) males and 15 (84%) females. The age, including the group of 60-70 consist of nine (50%) and the age of 71 more is nine (50%) subjects. The educational background is five primary school level (27%) and thirteen uneducation (73%). The community leaders consisted of 6 subjects which are five (84%) females and one (16%) male. The age group of 30-50 is four (66%) and 51-70 is a two (34%). The educational background is five high school levels (84%) and one university level (16%). The situation of tourism in Ban Na Ton Chan village showed the number of tourists had as increased every year. The village's capability of staying is 200 visitors a day. This community received the ASEAN Standard CBT Award as the recognition to be a developed community prototype that represented the tourism products such the original way of living, local wisdom and uniqueness of textile making.

Community-Based Tourism Development in Baan Na Ton Chan

The community-based tourism was developed from 1) role of village's leader by declaring the policy and mission to the people for their comprehension 2) local wisdom, such as, ritual ceremony that represents traditional way of live 3) sharing benefits to people in order to motivate local people joining tourism activities 4) raising the campaign of wearing traditional dress (sarong) to promote the unique way of local people lives, and 5) revitalizing local wisdom (traditional songs, wooden dolls, musical instruments) by adding value to the products and sell to the tourists 6) developing facilities including village sceneries, such as, rice fields. Additionally, ageing people acknowledge about the updated activities and were provide and opportunity to share their perspectives and also make a decision. The developments will possibly occur both since the ageing people directly play the role of transferring knowledge and local wisdom to the next generation. From their tourism participation news lead to the increased income the family and enhance the equality of lives. The pattern aging community and community-based tourism development involves 1) receiving advice from government sections and internal meeting, such as, receiving advice from leader 2) establishing the various clubs (herbal club, ageing club) in order to distribute knowledge to the participant under the agreement, such as, learning types of

visitors 3) selecting representative of ageing group 4) being primary component from ageing people's participation in the community-based tourism 5) being willing to participate in tourism activities.

Community-based tourism in Ban Na Ton Chan is 1) a cultural tourism in which ageing people play dominant role, remain the local wisdom and cultural learning, presenting the uniqueness of the village of local fabric as a local product (mud cotton fabric), eco-tourism and rural tourism 2) allocating roles of management in community; village administration and cultural administration 3) decision making will be made by village committee and will be announced to all villagers 4) establishing the community-based tourism structure including head of village, sub-district administrators, homestay leader, community-based tourism leader, organic agricultural product group, finance village section, village volunteer police 5) community-based tourism created the welcome dinner ceremony by designing package for tourist, such as, 4,000 baht for big dinner set, 2,500 baht for normal dinner set, the staff of the ceremony includes cooks and servants (youngers) 21 subjects, volunteer police and adult tour guides 14 subjects, performers and musicians (ageing people, middle-age people, youngsters) 84 subjects, local dance 17 subjects 6) the main income of tourism will be partly deducted by distributing to 11 zones in the village, each one will take charge to use the money by itself, such as, cutting the grass, 7) ageing people and villagers participated in all community-based tourism.

Participation of Ageing Villagers in Community-Based Tourism Development

The participation of the ageing villagers plays one of the main crucial roles driving the community-based tourism successfully. Ageing villagers willingly participated cultural tourism in community by 1) attending local ritual welcoming, greeting and welcoming ceremony, blessing ceremony, local wisdom performances (singing, dancing), being a local conservers' role models, 2) being creators and preservers: local textile weaving, wooden handicraft (wooden dolls and music instruments), handmade bags, 3) worker as an assistants of selling local products in a restaurant and ironing textile, 4) local entertainers and host in order to portray the local traditional performance, 5) instructor to teach how to cook local food capable, and 6) being storytellers and 7) attending community's activities (parade, campaign) and joining the meeting for decision making. Not only the ageing people play crucial parts in community-based tourism development the middle-aged people also supported the tourism, such as, local weaving (by housewives), local guides (by the household leader) preparing food for tourists, together with, the younger play the roles as tour guides, musicians, and servants.

The ageing people are willing to participate in the activities in community-based tourism by enthusiastically welcome the tourists and rehearsing local performances even they did not ask for the money. The feedback from ageing people after participation in community-based Tourism, their quality of life is different from fifteen years ago that there want tourism in the village because after tourism coming. In the past, they lived far away from descendants, no activities in the village, living alone, no association of older people, no work, and income, received one-way income from descendants and depression. At present, elderly people live with descendants (they can work with village because of tourism), joyfully participate cultural tourism activities in the village (console ceremony and entertainment), happy to welcome visitors, worldwide vision, non-depressed, receive income from tourism (entertainer and ceremony runner), have unity and association, have happiness, good mood and enjoy life. They feel delighted, comforted, warm, thank you, enjoy tourism activities, happy to get income (getting hired are for some ceremony and selling products), be proud and impressive (to be the founder and runner of cultural tourism), attention to participate any work and activities, and happy to support his wife (her husband) in tourism activities. Feeling for visitors, ageing hosts feel joyfully with visitors (to tie the wrist for inviting the protecting spirit to return the body), happy for coming of visitors (smiling expression), feeling good to visitors

because they brought agricultural products, receiving knowledge from visitors, tourists supported village as famous place and remembered local people, welcome, and give free food. The elderly people in Ban Na Ton Chan, they hope to participate in the cultural tourism activities forever, they will even though they become disabilities in the future. Ageing villagers in this community would like to recommend another village to develop their villages as Ban Na Ton Chan, and they appreciated to be the network of community-based tourism and cultural tourism.

DISCUSSIONS

Regarding Sánchez-Cañizares (2014) mentioned that on the supply side of tourism, the community is making an enormous effort to actively participate in the development of sustainable tourism that accorded with the current study about the relationships of villagers in community-based tourism which house it allocated roles of management in the community; village administration and cultural administration. Also, the decision making will be made by village committee and will be announced to all villagers.

According to the study of Boonrourut (2010) on the topic - The spiritual well-being and happiness in the elderly at Ban Bangkhae social welfare development center, found that two factors which related to happiness are age and disease significantly that can support the current study about non-depression (disease) in ageing society after tourism coming in Ban Na Ton Chan Community.

Regarding the research of Chaysang (2010), on the topic - Factors Associated with the Quality of The Lives of Senior Citizens in Amnatcharoen Province, found that predictors of good quality of life of the elderly included five variables: 1) self-belief in own ability on having good quality of life, 2) having support from community leaders and villagers, 3) perceived benefits of owning quality of life, occupation, 4) received support from public health officials and, 5) marriage status. This set of predictors can forecast the quality of life of the elderly people. The current findings in Ban Na Ton Chan Community present one of four factors on above except the last factor.

CONCLUSIONS

Community-based tourism in Ban Na Ton Chan was developed by 1) strong, knowledgeable leaders, 2) portraying local wisdom, 3) sharing benefits all people, 4) raising awareness of local uniqueness, 5) revitalizing local products and, 6) improving facilities in the village. The participation of the ageing villagers by 1) attending local ritual welcoming, greeting and welcoming ceremony, blessing ceremony, local wisdom performances (singing, dancing), being a local conservers' role models, 2) being creators and preservers: local textile weaving, wooden handicraft (wooden dolls and music instruments), handmade bags, 3) worker as an assistants of selling local products in a restaurant and ironing textile, 4) local entertainers and host in order to portray the local traditional performance, 5) instructor to teach how to cook local food capable, and 6) being storytellers and 7) attending community's activities (parade, campaign) and joining the meeting for decision making.

SUGGESTION AND RECOMMENDATIONS

The villagers also suggested that the infrastructure of the community needs to be improved, including roads, traveling route map, natural resources and also ways of advertisement. Furthermore, the safety of the community is also a major concern since many tourists and also strangers have been heading to the village, therefore increasing a number of petrol police and volunteer police is another solution. Finally, the lamp posts are also urgently required, as well as,

washboard roads in order to prevent an accident occurring in a village. The guideline for community-based tourism development encompasses 1) key mechanism (knowledgeable leaders, especially community-based tourism), 2) tourism destination and products (attractive tourist attraction and value added the village areas and raising local wisdom) 3) participation (voluntary participation by all and educate locals about the benefits of community-based tourism, to engage tourists participated in tourism activities) and, 4) marketing (to express the uniqueness and identity of the village, to promote the community under the government sector and present the standard of homestays and services), and 5) conservation (balancing tourism resources between providing services and preservation).

REFERENCES

1. Boonroungrut, C. (2010). *The spiritual well being and happiness in the elderly at Ban Bangkhae social welfare development centre*. Published master's thesis, Chulalongkorn University, Bangkok, Thailand.
2. Boonratana, R. (2009). *An Assessment and Evaluation of Community-Based Tourism's Contribution to Sustainable Lifestyles and Local Socio-economic Development*. NakhonPathom: Mahidol University International College.
3. Broad, S. (2015). *Living the Thai Life – A Case Study of Volunteer Tourism at the Gibbon Rehabilitation Project, Thailand* Online, Retrieved on October 27, 2017 from <http://www.tandfonline.com/doi/abs/10.1080/02508281.2003.11081418?src=recsys>
4. Chaudhry, Ahmed and Hussain (n.d.). *Health, Marital Status and Mode of Living: An Anthropological Study of Ageing Community in Rawalpindi City* Online. Retrieved on 27 October 2017 from https://s3.amazonaws.com/academia.edu.documents/34776091/Health__Marital_Status_and_Mode_of_Living._An_Anthropological_Study_of_Ageing_Community_in_Rawalpindi_City_-libre_1.pdf?AWSAccessKeyId=AKIAIWOWYYGZ2Y53UL3A&Expires=1509066895&Signature=VcpwYPTwLb0qg7MTzxYabd3sk24%3D&response-content-disposition=inline%3B%20filename%3DHealth_Marital_Status_and_Mode_of_Living.pdf
5. Chaysang, S. (2010). *Factors Associated with the Quality of The Lives of SeniorCitizens in Amnatcharoen Province*. Published master's thesis, UbonratchataniRajabhat University, Ubonratchatani, Thailand.
6. *Feel the Cultural Senses Sri Satchanalai, Sukhothai, Ban Na Ton Chan, Slow Travel Thailand*
7. *Taking time to enjoy what travel offers* Online, retrieved on July 24, 2017 from <http://www.thailand.org.il/sites/thailand/UserContent/files/pdf/special-slow-travel.pdf>
8. Habito-Javier, H. V. (2012). *Community Development through Tourism: Opportunities and Challenges in Burdeos, Philipines*. Thesis, The Hong Kong Polytechnic University, Hong Kong.
9. Kulchalee Puangpejara (2015). "Management and Participation for Cultural Tourism Development: A Case Study of Thai Phuan Ethnic Group, Ban Mi District, Lop Buri Province, Thailand". Vol 5. pp 29-38
10. Glover, P. &Prideaux, B. (2008). *Implications of population ageing for the development of tourism products and destinations*. *Journal of Vacation Marketing*, 15(1), 25-37.
11. Namwong, S. (2015). *THE DEVELOPMENT OF COMMUNITY BASE TOURISM PLAN*
12. BANNATONCHAN, SI SATCHANALAI DISTRICT, SUKOTHAI PROVINCE. *Unpublished master's thesis*, Naresuan University, Phitsanulok, Thailand.
13. *Number of the elderly by province, sex area and region*. National Statistical Office Thailand
14. Online, retrieved on July 24, 2017 from <http://www.nso.go.th/sites/2014en/searchresult?k=ageing>

15. Okazaki, E. (2008). A Community-Based Tourism Model: Its Conception and Use. *Journal of Sustainable Tourism*. 16(5), 511 – 519.
16. Prabhakarn, S. (2016). Community participation in mitigating marine waste to reduce climate change in tourism destinations. *Worldwide Hospitality and Tourism Themes*. 8(5). 567-577.
17. Sánchez-Cañizares, S. M. (2014). Community-based island tourism: the case of Boa Vista in Cape Verde. *International Journal of Culture, Tourism and Hospitality Research*. 8(2), .219-233.
18. Tambol Ban Tuek. Thailand Information Center Online, retrieved on July 24, 2017 from <http://sukhothai.kapook.com/ศรีสังฆาล์ข/บ้านตึก>
19. The ASEAN Secretariat Jakarta, ASEAN Community Based Tourism Standard Online, retrieved on July 24, 2017 from <http://www.asean.org/wp-content/uploads/2012/05/ASEAN-Community-Based-Tourism-Standard.pdf>